

Attracting new workers, while also retaining the talent already within an organization, is top-of-mind for the construction industry, as well as nearly every other industry across sectors. The most recent numbers from the U.S. Bureau of Labor Statistics show 384,000 job openings and 327,000 separations in the construction sector in January of 2022. In Q4 last year, 62% of contractors reported high levels of difficulty finding skilled workers. That's 20 points higher than a year before.

There is no one right answer to solving the talent problem. However, there is one solution that might be underdeveloped at your organization: strategically attracting and retaining workers through a learning and development program.

Younger generations expect employer-led learning

A Gallup survey found that 57% of U.S. workers want to update their skills. This shift is driven by millennials – the largest generation of the U.S. workforce – who prioritize growth and learning in their jobs as nonnegotiable. A whopping 89% of millennials think it's essential always to be learning on the job, and insufficient opportunities for development rank as the most significant reason they leave their jobs. They're not the only ones; those aged 18 to 24 consider employer-led learning a more significant benefit than retirement, sick leave, parental leave, life insurance, and vacation.

There's a lot of pressure on construction companies to find younger talent, given that the median age of construction workers is 41. How can business leaders develop a talent management strategy that will motivate current employees and attract new ones? Combine career-enhancing learning

organizations use digital credentials, skills and knowledge are verified via a trusted, common language platform.

Digital credentials help employers understand which verified skills an employee has. They can also help an employee better understand where learning and development fit into a career path. When employers provide training and recognize employee achievements with digital credentials, they invest in their employees' long-term success.

Here are four tips for using digital credentials as a tool in your talent management.

1. PAIR UPSKILLING INITIATIVES WITH DIGITAL CREDENTIALS

No one knows exactly how the construction industry will evolve and change in the future. However, companies can ensure their staff is made up of highly versatile people who each have a basic foundation of skills that allows them to learn and adapt to whatever future combination of skills that allows for long-term success.

About the Author

As the Chief Experience Officer at Credly, Jarin Schmidt helps shape the future of documenting and promoting skills by leading the product, engineering, and design teams at [Credly](#). With a background in design, strategy, and product development, Jarin is passionate about helping people tell their unique professional stories through emerging technology so they can discover the most rewarding opportunities.

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